#380-2013

LETTER TO COMMISSION

Mavor Matti Herrera Bower and Members of the Lity Commission

FROM:

Jimmy L. Morales, City Manager

DATE:

October 18, 2013

SUBJECT: IMPLEMENTATION OF "MIAMI-DADE TRANSIT TRACKER ("NEXT BUS")

MOBILE APP SERVICE FOR THE SOUTH BEACH LOCAL

The purpose of this Letter to Commission (LTC) is to provide information on an ongoing collaborative effort between the City and Miami-Dade Transit (MDT) to expedite the launch of the Miami-Dade Transit Tracker (Next Bus) mobile app service for the South Beach Local (SBL).

MDT Tracker is the County's proprietary free mobile app available for use on iPhones and Android phones that provides users with accurate, comprehensive, and real-time transit information on selected routes on the County's transit system. Currently, the MDT Tracker can only provide real-time transit information for Metrorail service and a new enhanced bus service that operates along Kendall Drive known as the Kendall Cruiser/Route 288. MDT anticipates phasing-in the implementation of other bus routes throughout the County within the next couple of years.

Once this service is available on the SBL, users will have access to accurate, real-time information on this popular circulator service. The mobile app will allow users to see the estimated arrival time of the next SBL bus, store their favorite SBL bus stops as favorites, see the location of the SBL bus on a map and visually track it as it approaches their bus stop. In addition, the app allows users to:

- Obtain bus schedules by bus stop this is the first time bus riders can obtain this type of specific information without the help of a customer-service agent.
- Obtain station information such as connecting bus routes.
- Locate nearby bus stops, as well as Metrorail and Metromover stations.
- View the status of elevator and escalator service at Metrorail and Metromover stations.
- Plan a trip on transit using Google.
- View fare information.
- View Metrobus, Metrorail and Metromover system maps.
- Submit comments and suggestions regarding a transit experience.
- Access important MDT contact telephone numbers.

The quick and convenient accessibility of real-time and accurate transit information has proven to increase ridership on transit systems as well as improve the experience of transit riders as a result of better transit service reliability. According to MDT, more than 50,000 transit riders have already downloaded the mobile app. The City Administration is confident that making this technology available on the SBL will help to promote public transit and improve ridership and service reliability on the SBL.

MDT currently has an existing contract with a wireless service provider for its Transit Tracker service. Based on preliminary discussions with MDT staff, it is anticipated that IT infrastructure costs, primarily modems and ancillary equipment, would be approximately \$25,000 for the

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existing fleet of eleven (11) SBL buses. This amount would be a one-time only cost. The monthly wireless service is anticipated to cost approximately \$40 per month. If desired by the City Commission, the mobile app service can be expanded to include other significant MDT routes in the City of Miami Beach such as Route 150 (Airport Flyer) and Routes 115/117 (Mid-North Beach Circulator). In order for the City to contractually partner with MDT in this endeavor and contribute towards the cost of implementing the service on the SBL, an Interlocal Agreement between the City and Miami-Dade County will be required.

The Administration will continue to update the Mayor and City Commission via LTCs as discussions between staff and MDT advance on this initiative.

Please feel free to contact me if you have any questions or concerns.

KGB/ETC/JRG

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